



Framework Convention Alliance for Tobacco Control

TOBACCO FACTS

Tobacco's Global Toll:

- Approximately 5 million people will die from tobacco-related illnesses this year. By 2030, 10 million people will die each year.¹
- By 2030, 70% of all deaths from tobacco will occur in developing countries, up from around 50% today.²
- If current trends continue, about 650 million people alive today will eventually be killed by tobacco,³ half of them in productive middle age, each losing 20 to 25 years of life.⁴
- In China, where tobacco use is increasing, the direct and indirect health costs of smoking are estimated at \$6.5 billion per year.⁵

Percentage of Smokers By Region, 1999⁹

North America	4.7%
Latin America & The Caribbean	8.9%
Western Europe	9.3%
Central & Eastern Europe	10.8%
Africa & The Middle East	11.8%
Asia	54.5%

Top 5 Cigarette Consuming Countries, 2002¹⁰

(billions of cigarettes)

China	2,172
India	481
United States	463
Russia	309
Japan	169
Indonesia	138

Global Tobacco Consumption & Production:

- Worldwide, over 15 billion cigarettes are smoked every day.⁶
- The total number of smokers is expected to reach about 1.6 billion by 2025, up from the current 1.3 billion.⁷
- Approximately 22% of women in industrialized countries smoke, while about 9% of women in developing countries smoke.⁸
- In China, 53.4% of males aged 15–69 smoke, while only 4% of women smoke. In Sweden, 17.4% of men and 20.4% of women use tobacco.¹¹
- In Bangladesh, over 10.5 million people who are currently malnourished could have an adequate diet if money spent on tobacco were spent on food instead, saving the lives of 350 children under age five each day.¹

For the cost of one pack of cigarettes, consumers in:

Laos could buy — 6 kg of rice
Serbia could buy — 0.7kg of fish
Algeria could buy — 40 eggs
Armenia could buy — 5–8 kg of apples¹³

The Global Tobacco Industry:

- Philip Morris, Japan Tobacco and British American Tobacco (BAT) are the world's three largest multinational cigarette companies. In 2002, these companies had combined tobacco revenues of more than \$121 billion. This sum is greater than the total *combined* GDP of Albania, Bahrain, Belize, Bolivia, Botswana, Cambodia, Cameroon, Estonia, Georgia, Ghana, Honduras, Jamaica, Jordan, Macedonia, Malawi, Malta, Moldova, Mongolia, Namibia, Nepal, Paraguay, Senegal, Tajikistan, Togo, Uganda, Zambia and Zimbabwe.¹⁴

Top 5 Global Cigarette Manufacturers 2003¹⁵

Revenue (millions US\$)

Altria/Philip Morris	\$81,832	Gallaher Group	\$14,255
British American Tobacco (BAT)	\$43,071	Altadis	\$11,891
Japan Tobacco Inc.	\$37,484		

World Market Share of Philip Morris, BAT and Japan Tobacco, 2000¹⁶

	Cigarettes (billions)	Cigarette Production (% of world total)
Phillip Morris	887.3	16.5%
British American Tobacco	807.0	15.0%
Japan Tobacco International	447.9	8.1%

- In 2003, the Chairman of British American Tobacco collected \$4.25 million in salary and bonuses.¹⁷ A British charity calculated that it would take the average tobacco farmer in Brazil approximately six years to earn the equivalent of what the BAT Chairman makes in a single day (and approximately 2,140 years to earn his annual salary).¹⁸
- In the United States, with less than 5% of the world's smokers, tobacco companies spent over \$11.2 billion — or more than \$31 million a day — on advertising and promotional expenditures in 2001.¹⁹

Top 5 Tobacco Producing Countries, 2002

	% of Global Production ²⁰
China	34%
India	10.3%
Brazil	9.6%
United States	6%
Indonesia	2.5%

Youth and Tobacco:

- Every day, approximately 80,000 to 100,000 young people around the world become addicted to tobacco.²³
- If current trends continue, 250 million children alive today will die from tobacco-related disease.²⁴
- 82 percent of youth (ages 12-17) smokers in the United States prefer Marlboro, Camel and Newport — the three most heavily advertised brands. Yet these brands only constitute about half of the U.S. adult market.²⁵

Tobacco Agriculture:

- Many countries are net importers of tobacco leaf and tobacco products, and lose millions of dollars each year in foreign exchange as a result. In 2002, two-thirds of 161 countries surveyed imported more tobacco leaf and tobacco products than they exported. Nineteen countries had a negative balance of trade in tobacco products of over \$100 million or more, including Cambodia, Malaysia, Nigeria, Romania, the Russian Federation, South Korea and Vietnam.²²

Top 5 Tobacco Exporting Countries, 2002

	% of Global Exports ²¹
Brazil	22.6%
United States	7%
China	6.7%
Malawi	5.9%
Italy	5.6%

Tobacco Control:

- In a developing country with a per capita GDP of \$2,000, effective smoking prevention costs approximately \$20 to \$40 per year of life gained. Lung cancer treatment (which can prolong the lives of only about 10 percent of affected people) costs \$18,000 per year of life gained.²⁶

Endnotes

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